



## IFTM Top Resa MAP Pro: bringing the industry together and driving business

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Attendance figures for IFTM Top Resa MAP Pro, France's only multi-sector travel and tourism trade show, remained stable this year, despite a slight drop in the number of international visitors, which was expected following recent geopolitical events and the current climate in France.

Each year, we enhance the show's content to create a truly professional event that drives growth for exhibitors and offers all visitors a platform for doing business, networking and sharing expertise.

Visitors were qualified buyers and many exhibitors noted that they came to the show with clearly defined projects.

### KEY FIGURES

The 4-day event was attended by **30,929 industry professionals**, demonstrating the vitality and energy that characterise the travel and tourism industry.

### EXHIBITORS

- ✓ **1,694 brands** across **543 stands** covering an area of **31,000 m<sup>2</sup>**
- ✓ **8 distribution networks** in **Distribution Networks Village**
- ✓ **60 tour operators**, 18 of them exhibiting alongside SETO, the tour operating companies association, in the **Tour Operators Village**
- ✓ **37 shipping and cruise companies**, 14 of which joining CLIA in **The Cruise Village**
- ✓ **9 theme parks**, 4 of which in the **Theme Parks Village**
- ✓ **28 brands** in the **Business Travel Village** which hosted the AFTM (French Association of Travel Managers) competition
- ✓ **32 start-ups** in the **Travel Hub by Amadeus / IDPass**

- ✓ **166 destinations** including new tourist offices : Sierra Leone, Iran, Togo and Croatia, as well as Cannes, Bordeaux and "Voyages à Nantes"
- ✓ **Manche Tourisme**, the guest destination at MAP Pro

<b>IFTM Top Resa: Breakdown of exhibitors by sector</b>	
International DMCs	33 %
Hotels	18 %
International destinations	15 %
Transport operators (airlines – rail companies – ferries – cruise companies – renting cars)	13 %
French tour operators and French DMCs	7 %
Technology – services suppliers - GDS	4 %
Associations – Syndicates – Institutions	1 %
Excursions – Guided tours – Shopping	2 %
Other	7 %

<b>Map Pro: Breakdown of exhibitors by sector</b>	
Hotels, Restaurants	39 %
National monuments – Sites – Museums – Festivals – parks -	24 %
France: local, regional and departmental tourist offices	16%
Transport operators (airlines – rail companies – ferries – cruise companies – river tourism)	3 %
European DMCs	3 %
French DMCs	6 %
Other	9 %

## VISITORS

### ◆ Visitor breakdown by sector

✓ Travel agencies	36 %
✓ Tour operators	18 %
✓ Coach/group travel operators	5 %
✓ Transport operators (airlines – rail companies – car rental – ferries – river transport)	6 %
✓ Hotels	7 %
✓ Services	4 %
✓ MICE	9 %
✓ Technology	5 %
✓ Consultancy and training/Industry/IT/Construction/Energy	2 %
✓ Associations	2 %
✓ Other (consumer goods – food processing – telecommunications – motor industry – health/beauty – luxury goods)	6 %

Visitor breakdown by day	
Tuesday 20 September	26 %
Wednesday 21 September	31 %
Thursday 22 September	27 %
Friday 23 September	16 %

Visitor origin	
French	88 %
International	12 %

#### ◆ Visitor interest

- Leisure tourism 51%
- Business travel 30%
- Business tourism 19%

#### ◆ Retail network members in attendance

- ✓ Selectour Afat 29 %
- ✓ Tourcom 14 %
- ✓ Carrefour Voyages 11 %
- ✓ Cediv 9 %
- ✓ Havas 6%
- ✓ Manor 5 %
- ✓ Prêt à Partir 5 %
- ✓ Thomas Cook 4 %
- ✓ Leclerc Voyages 2 %
- ✓ Nouvelles Frontières 1 %
- ✓ Boiloris Voyages 1 %
- ✓ Carlson WagonLit Travel/Carlson Wagon Lit Voyages 1 %
- ✓ Other networks and agencies 12%

## FLAGSHIP EVENTS AND HIGHLIGHTS

**A “CONTENT-FOCUSED” SHOW WITH MORE THAN 100 TALKS AND TRAINING SESSIONS ATTENDED BY OVER 4,700 PEOPLE**

The following talks were the most popular:

- ➡ **Leisure sector:** *"Etude des nouvelles tendances des clients perçues par les Agences de voyages – 10<sup>ème</sup> Baromètre"* (a study of new trends observed by travel agencies)
- ➡ **Business Travel sector:** *"JIVA : le baromètre annuel du Voyage d’Affaires"* (International Business Travel Days: the yearly benchmark for business travel)
- ➡ **Group Travel sector:** *"De qui et de quoi demain le tourisme de groupe sera fait ?"* (examining the future of group tourism)
- ➡ **MICE sector:** *"1<sup>er</sup> observatoire sur les tendances et perspectives du MICE Européen"* (trends and outlooks for the MICE sector in Europe)

The **International Business Travel Days (JIVA)** talks attracted an audience of **693**.

**On Friday, the Emplois Tourisme association** for jobs in tourism welcomed 112 jobseekers who met 30 exhibitors offering a total of 140 vacancies.

## AN OFFICIAL PROGRAMME ATTENDED BY MINISTERS AND VIPs FROM FRANCE AND ABROAD

**Matthias Fekl, French Tourism Minister**, met French and international exhibitors at the launch of the IFTM and MAP Pro shows on Tuesday 20 September.

**Ericka Bareigts, the new French Overseas Minister**, opened the Overseas stands on Wednesday 21 September.

Joining Michel Filzi, Chairman of Reed Expositions France, and Jean Pierre Mas, Honorary Chairman of the show, at the official lunch top table were a number of international ministers and delegates, including Argentina, Cameroon, Ivory Coast, Egypt, Spain, Greece, Lebanon, Madagascar, Morocco, Dominican Republic, Portugal, Russia, Sri Lanka and The Philippines, as well as officials and directors of many organisations and businesses.

## A PROGRAMME OF AWARD PRESENTATIONS

- 🕒 On Wednesday 21 September, the 2016 **Lauriers du Voyage d’Affaires awards**, (organised by **DéplacementsPros** in partnership with IFTM, Amadeus and Thalys) were presented to the most innovative companies.



- ✓ 2016 Business Travel Awards, Thalys Grand Prix: **Travel Planet**
- ✓ Airline of the Year: **Air France**
- ✓ 2016 Award for Innovation and Services to Business Travellers: **Paris Airport**
- ✓ Amadeus Professional of the Year: **Claude Lelièvre**

- 🕒 **The Start-Up Contest:** every day the Start-up Contest judges selected their favourite start-up.

- ✓ Tuesday 20 September: **CLAP N CLIP**
- ✓ Wednesday 21 September: **OPTIONIZR**
- ✓ Thursday 22 September: **SKYBOY**

THE OVERALL WINNER OF THE SHOW’S BEST START-UP AWARD WAS **SKYBOY**.



- 🕒 **Travel Agents Cup Grand Final on Thursday 22 September**

**FRANCE’S BEST TRAVEL AGENT IN 2016 IS DELPHINE DECLE (JANCARTHER, AIX-EN-PROVENCE)**

Delphine won a trip to California, donated by our Diamond Partner, California Dream Big. The airline ticket was donated by Air France.



Second prize was won by **Stéphanie Schmitt** (Nouvelles Frontières – Thionville).  
She won a trip to Indonesia, donated by our partner, Wonderful Indonesia.

Third prize was presented to **Sébastien Higonet** (Vinotilus Voyages – Epernay).  
He won a trip to the Bahamas, donated by our partner, The Islands of the Bahamas.

Fourth prize went to **Kalliopi Karaoulanis** (American Express – Rueil Malmaison).  
She won a trip to the Dominican Republic, donated by our partner, République Dominicaine.

In fifth place was **Stéphanie Cuny** (Prêt à Partir – Thionville).  
She won a trip to Guadeloupe, donated by our partner, Les Iles de Guadeloupe.

#### Semi-finalists Prize

**New in 2016:** Entrants who made it to the semi-final without being selected for the final were invited to vote for their favourite entry.

**Delphine Decle** was selected by her peers, winning a weekend in Normandy, donated by our partner, Manche Tourisme.

#### GALA EVENTS



On Tuesday 20 September, 150 exhibitors, group travel operators and coach companies came together at the **official MAP Pro party**: an evening of fun and entertainment with dinner and a cabaret show by “Le Magnifique”.

The traditional **AFTER TO IFTM Top Resa** party, with the support of Wonderful Indonesia, took place on Thursday 22 September. A group of twenty musicians and dancers helped guests to relax and unwind.



**The 39th  
IFTM Top Resa MAP Pro  
will take place  
from 26 to 29 September 2017  
in Hall 1**

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#### About Reed Exhibitions France

Reed Expositions France is a subsidiary of Reed Exhibitions (Reed), the world's leading events organiser, with 3,700 employees worldwide.

In France, Reed Exhibitions organises 50 trade and consumer shows in many sectors, including art (FIAC, Paris Photo), construction (Batimat), publishing (Salon du Livre), home decor (Maison&Objet via Safi, a joint venture with Ateliers d'Art de France), franchising (Franchise Expo), hotels and catering (Equip'Hotel) and tourism (IFTM Top Resa and Map Pro).

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